

INNOVATIVE AND SCIENCE-BASED STRATEGIES FOR COMMUNICATING AND MANAGING FLOOD RISK AMONG DIVERSE AUDIENCES

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Communicating flood risk is a complex endeavor with multiple perspectives, approaches and components as each audience is unique in their information needs and expectations: e.g., geo-spatial mapping and depiction of flood data; the geographic proximity of involved parties, the type and extent of exposure, potential risks, possible actions and others. Adding to this complexity is the rapidly changing communications landscape and its implications for disseminating flood risk messages and engaging an already skeptical, and often, distrustful audiences.

Fortunately, a wealth of new communication platforms and strategies are emerging which present the possibility of reaching and engaging more and diverse audiences in productive and ongoing dialogues about flood risk and notifying those at risk of immediate threats. For example, “crowd-sourcing” is a new methodology enabled by the introduction of new technologies such as social media and social networks to involve and actively solicit large groups for an open exchange of information, ideas and opinions. These latter dialogues, their substance and outcomes, are intended to inform the flood risk enterprise of policies, plans, processes and partnerships.

Through evidence-based research and interactive exercises, this presentation will provide participants with a suite of strategies and tools for engaging diverse audiences about flood risk prevention, mitigation and resilience. More specifically, participants will be introduced to and apply new strategies and tools via: concrete examples, success stories and lessons learned; opportunities and innovations in new media policy, strategy and practice; top trends in the application of new and emerging media to flood risk assessment, management and communications; insights on strategies robust enough to withstand high intensity, resource constrained, and multiple flood risk issues and events; and the changing dynamics and collaborative models for public-private partnerships in new media and social networks.

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